

## NEGOTIATING WITH PARTNERS FROM ANOTHER CULTURE

### Training Description

This training equips participants to negotiate with partners from another culture. By focusing on the development of intercultural competences and soft skills, managers will learn to improve their communication and to negotiate taking into account their counterpart's cultural background.

Through an approach that compares national and target management styles, participants will be able to negotiate win-win contracts and build lasting commercial partnerships.

### Learning Objectives

- Improve your communication with partners from another culture.
- Build and sustain your professional relationships with international partners.
- Avoid commercial failure risks.
- NEGOTIATE MORE EFFECTIVELY with your international business partners.
- Understand and develop your CULTURAL INTELLIGENCE.

### Prerequisites

An interest in other cultures. A willingness to reflect on one's own practices.  
Having completed the prior assessment.

### Pedagogical Methods

Format: In-person or remote training, depending on the option selected.

Method: The training is delivered with a 50/50 balance between theory and practice. The trainer shares theoretical insights and real-world case studies, facilitates discussions and group exchanges, and introduces games and practical exercises.

Training materials: The training support is provided to participants at the end of the training.

### Technical Requirements

In-person: The trainer uses a presentation, projector (or TV), whiteboards and pedagogical tools.

Participants require lap-top equipment.

Remote: The trainer uses a presentation, a video conferencing platform and collaborative tools. Participants need a good internet connection and a computer with webcam and microphone.

### Code

NEGO-01

### Duration

2 days (14 hours)

### Number of Participants

Between 2 (minimum) and 20 (maximum).

### Participant Profile

Project managers, Team leaders,  
Sales directors, Team managers.

### Training Certificate

Certificate of completion.

### Accessibility

Accessible for persons with disabilities; adjustments available depending on the type of disability (please notify before the start of the training).

### Access Conditions

Minimum 10 days before the training for a funding request.

### Monitoring & Evaluation

- Prior assessment.
- End-of-training assessment (MCQ) to validate skills acquisition.
- Satisfaction questionnaire.
- Attendance sheet signed by participants and trainer, per half-day session.
- Certificate of completion.
- Post-training follow-up (+1 month)

### Trainer

Christine is founder and trainer in commercial & intercultural strategy, specialised in Franco-Japanese business relations. She supports organisations and companies in their international development. She is passionate about cultural diversity.

**Qualiopi**  
processus certifié 

 RÉPUBLIQUE FRANÇAISE

## TRAINING CONTENT

### Negotiating with Partners from Another Culture

#### Day 1

Ice breaking Review of objectives / problem to be addressed

#### 1. Considering interculturality

Quiz 1 (online): What are the key qualities of intercultural competence?

- 1.1 Cultural intelligence: definition and awareness
- 1.2 The cultural iceberg
- 1.3 We are all a cultural mix
- 1.4 Intercultural frameworks: key theoretical approaches

Quiz 2 (booklet): Where do you position the cursor of intercultural risk?

Workshops & case studies

#### 2. Foundations of society, impact on the company

This section is adapted to the target culture. It may cover different countries.

Quiz 3 (online): Knowledge of the target culture and its professional impact

- 2.1 General information
- 2.2 Group vs individual
- 2.3 The impact of spoken language
- 2.4 Management ethics
- 2.5 Women's place

Questions & answers

Workshops & case studies

#### Day 2

Ice breaking Review of objectives / problem to be addressed

#### 3. Understanding how your target culture impacts your negotiations

Quiz 4 (online): What is your corporate culture?

- 3.1 Implicit vs explicit culture
- 3.2 Who are the decision-makers?
- 3.3 Time, agenda, contract
- 3.4 The role of trust
- 3.5 Risk avoidance

Quiz 5: What is your communication style? (online)

Workshops & case studies

#### 4. Communicating and negotiating more effectively: recommendations

(This section is adapted based on the client needs assessment)

- 4.1 Structure of negotiation
- 4.2 Negotiations and non-verbal communication
- 4.3 Expressing opinions: evaluation, disagreement
- 4.4 Addressing a sensitive topic
- 4.5 Resolving a disagreement
- 4.6 Building lasting commercial relationships

Questions & Answers

Quiz 6 (booklet): Personal intercultural profile – comparison with target profile: Position yourself!

#### Conclusion: key takeaways

Return On Time Invested (ROTI) Satisfaction questionnaire and proposal for ongoing support

Turnkey training available on demand